



Morale, Welfare & Recreation Branded Restaurant Operations

August 2007

Welcome

The times are changing! Recently Food, Beverage and Entertainment activities, Clubs & Catering, and the Joint Services Prime Vendor Program integrated into Food Services Division joining MWR Branded Restaurants, and the Name Brand Casual Dining and Name Brand Fast Food programs. This dramatic move essentially places all Army food related programs "in one basket" and allows us to better leverage our resources in providing the support services our Region and installation facility managers need and deserve.

Meanwhile "E-News" continues to evolve. As you will see in our upcoming October edition we're launching a new format geared to providing you greater access, information and more tools than ever before. Our promise to you remains the same; to become your total one-stop foodservice solution.

I'm also pleased to announce that our Food Services Division website has become a reality. Please click on the following URL:

http://www.armymwr.org/home/Show_file.asp?fileID=1068 . While exploring this site, please familiarize yourselves with the MWR Branded Restaurants, Clubs, Catering, Joint Services Prime Vendor Program and the Name Brand Casual Dining/Name Brand Fast Food programs.

Thank you for all that you do. Your dedicated and caring efforts continue to have a positive impact on the lives of the Soldiers and Families we serve.

Until next time, keep those e-mails coming so we can share your comments and good ideas with our growing family of MWR professionals. Here's to your continued success!

Roger Weger
Chief, Food Services Division

Upcoming Grand Openings

Our next scheduled Grand Openings are:

Fort Irwin, CA (Reggie's Re-Model) on 22 August 2007
Fort Carson, CO (Strike Zone) on 23 August 2007
Fort Sill, OK (Mulligan's) on 27 September 2007
Fort Sam Houston, TX (Strike Zone) on 30 September 2007
Fort Gordon, GA (Java Café) on 29 October 2007
Fort Polk, LA (Strike Zone) on 8 November 2007
Camp Carroll, Korea (Strike Zone) on 20 November 2007. Look for these stories and more in our September/October edition of *E-News*. (POC: Trace Kea (703) 681-5255 or email: trace.kea@us.army.mil)



Pickle Talk-“What gets checked gets done”

If I recall correctly, we all agreed that was a true statement in June. So what manner of **checklist** are you using as a tool to **check** your internal performance? No need to reinvent that Pickle...just break out a previous quarterly evaluation, clear the cells and you have all you need to check how you're doing. Have you done that since your last evaluation by your Area Manager?

Let's take a quick look at a current Quarterly Evaluation...starting with the Guest Service section. There are numerous criteria to help you assess your overall guest service performance in this section, however, what do you believe is the single most important out of all of them? Take a look now among the 14 line items in the Guest Service section and ask yourself, “What is the most important thing I can do as a manager to positively affect guest service?”

Don't let the criteria values fool you. Without question, the single most important thing you can do as a Manager of any operation, foodservice or otherwise, is to take a direct part in the service of your guests on a routine basis. The answer is ***n. Manager is fully Engaged During Peak Service Periods.***

This is absolutely critical on so many levels. By actively serving your guests you form relationships and bonds with your guests, you show leadership to your staff and you display a sense of responsibility to all. After all, they don't really become *your* guests until *you* serve them! By directly interacting with your guests every day, you are also sending the clear message to guests and staff alike that you care enough to ensure the quality of the products you serve and that the service rendered is Pickle proof! Quite naturally, in the process of serving your guests you will also discover things that could be improved, such as items that need your attention or that of others on your staff.

So, there's the Pickle challenge for this month. If you want to enhance your guest service, you must start with your role as Manager and leader. Where you're not already, take that Pickle from the barrel and make those guests your guests by serving them alongside your staff today!

Tune into next month's edition, as we'll take our skills of self assessment to the next level.

Until then, have fun and Give 'Em the Pickle! (POC: Brad Puterbaugh (703) 508-2593 or email: brad.puterbaugh@us.army.mil)

Habanero “Fresh-Mex Grille” Opens at Fort McCoy, WI....

On Tuesday, 5 June 2007 the Family and MWR Command (FMWRC) MWR Branded Restaurants personnel opened their fifth Habanero “Fresh-Mex Grille” unit in the McCoy's Community Club, located at Fort McCoy, WI. Habanero is a quick-service Mexican themed food venue that features freshly prepared made-to-order burritos, tacos, quesadillas along with an assortment of mild to fiery salsas and tortilla chips.

The Grand Opening festivities commenced at 1300 with Mr. Mike Lupacchino, Fort McCoy's Director of Morale, Welfare, and Recreation welcoming approximately 100 guests. Mr. Lupacchino thanked everyone for coming and introduced the Fort McCoy Garrison Commander, Colonel Derek Sentinella. Colonel Sentinella thanked those involved for their total support of the project and introduced Mr. Jerry Simmons-Area Manager, Branded Restaurant Operations. Mr Simmons presented the Habanero franchise certificate to Colonel Sentinella. In his remarks, Mr. Simmons said that

Habanero was but “one brand in the portfolio of restaurant offerings the Army has developed to improve the quality of life for the total Army Family stationed at Fort McCoy and around the world.”

Immediately following the presentation of the franchise certificate, Colonel Sentinella cut the ribbon and invited all to enjoy samplings of menu items made to the guests request by the newly trained Habanero team members.

This project began 26 March 2007 and was self-funded by Fort McCoy. Total cost of the project was approximately \$250K. Habanero will be open daily from 1100 until 2200.

This Habanero represents the 63rd unit overall in the growing family of FMWRC Branded Restaurants and demonstrates FMWRC's commitment in delivering “First Choice” Branded Restaurant programs to the total Army Family world-wide. Habanero is the second Branded Restaurant to open at Fort McCoy joining the current Primo's Express. Future initiatives at Fort McCoy include the addition of a MWR Branded Restaurant Java Café, projected to open in FY08.



The Winning Team! L to R: Jerry Simmons-Area Manager FMWRC, John Miller, Lisa Pahl, Mr. Habanero, Lisa Oliver, Angela Organ, Yajaira Orlando, Tara Vaaler, Penny Eddy, and Roger Disbrow-Executive Chef FMWRC

A Family Honor

In the June E-News edition we regrettably reported the loss of our colleague, Edward (Eddie) Campbell. Eddie Campbell was awarded the Joint Services Best-In-Class Award for 2006. This month we would like to share with you the presentation of this award to his wife. Mr. Brad Puterbaugh presented Eddie Campbell's award to Ms. Eileen Campbell on 11 July 2007 at the Menwith Hill Station Strike Zone. We are very honored to be able to share this award with Eddie's family.

May God Bless Eileen Campbell and the Campbell boys!



Getting Back to Basics: There's Gold in That Fryer

Yes, there's Gold in that fryer. We're not just talking about Gold, as money in the cash register, but also that Golden color as items come out of the fryer. Not only should all fried items have that rich Golden color, but also a crisp outside crust that is dry, not greasy or soggy, and also a clean crunchy

bite. The inside of the item should be fully cooked, hot, tender/moist/or juicy, and never dripping with grease or have an oily or off taste.

Below are a few tips to help you turn your fryer into a Gold Mine:

1. Fryers must be cleaned daily. Strain the grease and wipe out all food deposits. Ensure fryers are dry before adding oil (moisture is an enemy of oil and causes it to “POP” while heating).
2. Use only the frying oil listed in your Standardized Order Guide. Never substitute another type of oil to save money. This will actually cost more money in the short and long term.
3. Only pre-heat the fryers 20-30 minutes before needed (heat is an enemy of fry oil and causes it to break down faster). Keep the temperature at 350 to 360 degrees Fahrenheit.
4. Fill the fryer with oil to the indicated markings on the wall. Never over fill the fryer with oil. The oil will expand while heating and will rise due to displacement when food items are being fried.
5. Don't over load the baskets with food items. This causes uneven cooking and takes items longer to cook.
6. Keep the fryers covered when not in use so nothing will fall into the oil (air is an enemy of oil) .
7. Shake the fryer baskets to loosen and distribute the items about 30 seconds to one minute after the frying process has started.
8. Avoid loading fryer baskets directly over the oil. Crumbs will settle to bottom of the well and burn breaking down the oil faster and giving products an off or burnt taste.
9. Drain the products at least 15 seconds before emptying the basket in the heated dump station before dishing up. This allows any excess oil to either drip off or dry helping to crisp the item.
10. Change the oil when needed. Ask your Prime Vendor sales representative for a test kit. This kit is a visual aid to assist in showing when the oil is in need of changing.
11. Avoid frying all items in the same well. Fish and chicken wings should be fried in separate wells from French fries. These items transfer their flavors to other fried items.

Follow these tips and you'll take the Gold out of your fryers and put it into your cash register. (POC: Tony Marko, (703) 699-9745 or email: anthony.marko@us.army.mil)

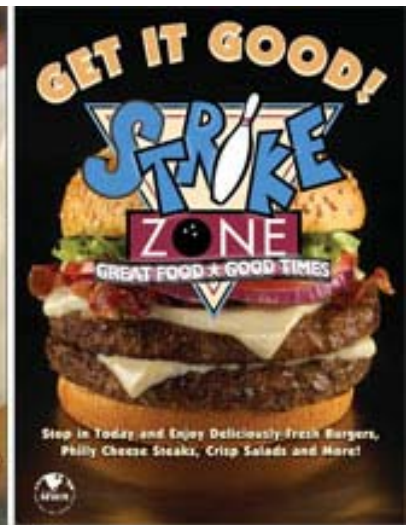
Test Your ServSafe Knowledge (See Page 6 for Answers)

1. Chicken that is deep fried needs to be cooked to an internal temperature of how many degrees and for how long?
 - a) 170 degrees Fahrenheit for 5 seconds
 - b) 155 degrees Fahrenheit for 10 seconds
 - c) 145 degrees Fahrenheit for 20 seconds
 - d) 165 degrees Fahrenheit for 15 seconds

2. When storing frozen foods using the FIFO method, the products with the earliest use-by dates should be?
 - a) stored in front of products with later use-by dates
 - b) stored behind products with later use-by dates
 - c) stored alongside products with later use-by dates
 - d) stored away from products with later use-by dates
3. All these would be grounds for rejecting a case of frozen food except?
 - a) there are large ice crystals on the frozen food inside the case
 - b) the outside of the case is water stained
 - c) the food in the box is frozen solid
 - d) there is frozen liquid at the bottom of the case

Promotions – Get Camera-Ready Ad Layouts and More in a Click!

We've added an exciting new service for restaurant and marketing managers! A new set of promotional ad layouts and other materials are now available to download directly to your computer. Click onto www.prafulfillment.com and snap into the DOWNLOADS section. Scroll down to **Grand Opening & Ad Layouts** to find a wealth of camera-ready promotions. The sets include grand opening invitations, coupons, promotional ads and color flyers. Graphic designers will get the most from these sets because the layouts are specifically intended for printing production. If you can't open the ad layouts on your computer, simply ask your Marketing Office graphics person to print them out for you. All the layouts can be edited and adapted to your specific needs. Although the ad sets are divided by restaurant name, you can cross-utilize all of the layouts if they are appropriate to your menu.



Graphic Designers, this part's for you: The layouts are all in either .EPS or .TIFF formats. The TIFFs are Photoshop unflattened files. We purposely did not include low-res JPGs on the website because of space limitations. We preferred to use our "meggage" to deliver high-quality, high resolution layouts without adding the confusion of duplicates in JPG.

Outdoor Signage Easy with Windmaster Sign Frames

Outdoor signage and visibility for your restaurants is a challenge on a military installation. A number of our restaurant managers are now buying Windmaster portable sign frames for outdoor use. The signs are extra-large and can be placed at any high-visibility location on sidewalks and street side. The sign frames can be easily ordered online from www.signswork.com. To view and order, log on and select **Sidewalk Signs** from the left-side menu bar and then scroll down to **Windmaster**



Outdoor Curb Sign with Rolling Base. When ordering, be sure to include the protective plastic covers as an add-on. The signs cost around \$250, give or take a few dollars for shipping. Sets of colorful, weatherproof posters displaying your restaurant's most popular foods are available to order from www.prafulfillment.com. (POC: Sharon Bertschi (703) 508-5894 or email: sharon.bertschi@us.army.mil)

Operation Rising Star

Operation Rising Star will start recruiting for 2007 contestants during the month of August at forty locations Army-wide. The 2007 competition which is the Army's version of American Idol will help bring unique entertainment to MWR facilities as well as five locations in Iraq. Survey results from previous year's contests show that the Operation Rising Star program format drives first time customers to facilities. Managers that are hosting the program should use this program to capitalize on exposing these first time customers to the wide array of programming within the facility. Electronic versions of the promotional material which includes the radio ad are available at <http://www.mwrpromotions.org>.



To obtain a complete list of the 2007 host facilities, log onto <http://www.OpRisingStar.com>. (POC: Kristen Kea (703) 428-6119 or email: kristen.kea@us.army.mil)

For more information on these and other exciting promotions from the FMWRC Events Division team, check out www.mwrpromotions.com.

Anniversaries

- 12 Jul 2005 – Mulligan's, MCB Quantico, VA celebrates their 2 year anniversary
- 8 Jul 2005 – Primo's Pizza, Menwith Hill Station, England celebrates their 2 year anniversary
- 24 Jul 2003 – Strike Zone, Fort Hamilton, NY celebrates their 4 year anniversary
- 2 Jul 2003 – Strike Zone, Fort Riley, KS celebrates their 4 year anniversary
- 10 Jul 2001 – Strike Zone, Fort Hood, TX celebrates their 6 year anniversary
- 15 Jul 1999 – Primo's Express, Camp Casey Korea celebrates their 8 year anniversary

- 25 Aug 2006 – Java Café, Fort Sill, OK will celebrate their 1 year anniversary
- 23 Aug 2006 – Strike Zone, Fort Sill, OK will celebrate their 1 year anniversary
- 27 Aug 2003 – Primo's Express, Darmstadt, Germany will celebrate their 4 year anniversary
- 19 Aug 1999 – Mulligan's, USAG Selfridge, MI will celebrate their 8 year anniversary
- 28 Aug 1997 – Mulligan's, Fort Sam Houston, TX will celebrate their 10 year anniversary

Answers to ServSafe Questions

1. d)
2. a)
3. c)

Joint Service Prime Vendor Program Customer Satisfaction Survey

The Joint Services Prime Vendor Program (JSPVP) Team would like to take this opportunity to thank you for your patience and assistance with the transition of JSPVP Third Generation contracts. During the implementation meetings, we discovered that some of you are not familiar with the JSPVP to include the benefits and rewards of using the program. A Prime Vendor Customer Service Survey was created to assist in providing quality support to meet your needs. The survey may be accessed at <http://armymwr.org> under Prime Vendor. Please take a few minutes to complete the survey. The survey will provide feedback that we can utilize to better serve you in the future. (POC: Jamie Zawadski (703) 681-5221 or email: jamie.zawadski@us.army.mil)

Transitions

Mr. Keith Elder, Family and Morale, Welfare and Recreation Command Director of Business Programs has accepted the position as Chief of MWR, Headquarters Installation Management Command.

"Our lives are filled with changes and challenges. As we transition in life, anxiety, grief and hope are experienced. As I get ready to head off to HQ IMCOM I want to tell each of you how very proud and honored I am to have worked with such a fine Team. The quality and volume of work that BP produces consistently is awesome and I only have YOU to "Thank" for all of it."

Fair Winds and Following Seas Mr. Elder....

Closing Thought

"The future depends on what we do in the present"... Mahatma Gandhi

Visit us on the web: www.MWRBrandedRestaurants.com

